

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method for selecting survey questions for inclusion in a survey generated on a computer, the method comprising:

~~storing~~ storing, in first computing device, survey questions and survey response information provided by survey participants;

~~determining~~ determining, in at least one of the first computing device and a second computing device, an inclusion value for each survey question;

selecting, in at least one of the first computing device and the second computing device, a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and

providing, via at least one of the first computing device and the second computing device, the selected survey question to a survey participant.

2. (Canceled)

3. (Currently Amended) The method of claim [[2]] 1, wherein at least one of the first and second [[the]] computing device is a personal computing device.

4. (Currently Amended) The method of claim [[2]] 1, wherein at least one of the first and the second [[the]] computing device is an exit kiosk.

5. (Currently Amended) The method of claim [[2]] 1, wherein at least one of the first and the second [[the]] computing device is a point-of-sale terminal.

6. (Currently Amended) The method of claim [[2]] 1, wherein at least one of the first and the second [[the]] computing device is an interactive voice response system.

7. (Currently Amended) The method of claim [[2]] 1, wherein the survey questions are stored in a location local to at least one of the first and the second [[the]] computing device.

8. (Currently Amended) The method of claim [[2]] 1, wherein the survey questions are stored in a location remote from at least one of the first and the second [[the]] computing device.

9. (Original) The method of claim 1, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

10. (Original) The method of claim 1, wherein the inclusion value of each stored survey question is based on the response variance for each stored survey question.

11. (Original) The method of claim 1, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

12. (Original) The method of claim 1, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

13. (Original) The method of claim 1, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

14. (Currently Amended) The method of ~~claims~~ claim 1, wherein the inclusion value of each stored survey question is determined in substantially real-time as survey response information is stored.

15. (Original) The method of claim 1, wherein the survey question is selected because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

16. (Original) The method of claim 1, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

17. (Original) The method of claim 1, further comprising designating a common initial inclusion value for all stored survey questions.

18. (Original) The method of claim 1, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

19. (Withdrawn) A method for selecting responses to a survey question for inclusion in a non-inclusive list of available responses, the method comprising:

storing survey questions, survey responses, and survey response information;

selecting a survey question from a list of survey questions;

determining initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein one survey response is a fallback response, and wherein the fallback response indicates that none of the other responses are appropriate;

determining a reallocated value of the fallback responses that would have been different had previously hidden responses been presented to previous survey participants, wherein at least one of the fallback responses is determined to have been the same had the previously hidden responses been presented to the previous survey participants;

determining an adjusted selection rate for each response based on the initial selection rate and the reallocated value;

selecting at least one survey response for the selected survey question based on the adjusted response selection rate for each response; and

providing the selected survey question and at least one response to a survey participant.

20. (Withdrawn) The method of claim 19, wherein the selected survey question and at least one survey response are provided to the survey participant via a computing device.

21. (Withdrawn) The method of claim 20, wherein the computing device is a personal computing device.

22. (Withdrawn) The method of claim 20, wherein the computing device is an exit kiosk.

23. (Withdrawn) The method of claim 20, wherein the computing device is a point-of-sale terminal.

24. (Withdrawn) The method of claim 20, wherein the computing device is an interactive voice response system.

25. (Withdrawn) The method of claim 20, wherein the survey questions and responses are stored in a location local to the computing device.

26. (Withdrawn) The method of claim 20, wherein the survey questions and responses are stored in a location remote from the computing device.

27. (Withdrawn) The method of claim 19, wherein the selection rate of each survey response is calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

28. (Withdrawn) The method of claim 19, wherein the initial and adjusted selection rates for each survey response

are determined in substantially real-time as the survey response information is stored.

29. (Withdrawn) The method of claim 19, wherein the adjusted selection rate is calculated using an adder for each survey response.

30. (Withdrawn) The method of claim 29, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

31. (Withdrawn) The method of claim 19, wherein the reallocated value is the number of fallback responses to be reallocated.

32. (Withdrawn) The method of claim 19, wherein an inclusion value is used to select the survey question.

33. (Withdrawn) The method of claim 32, wherein the inclusion value is based on conditional branching logic associated with each survey question.

34. (Withdrawn) The method of claim 32, wherein the inclusion value is based on a response variance associated with each survey question.

35. (Withdrawn) The method of claim 32, wherein the inclusion value for each survey question is a response variance.

36. (Withdrawn) The method of claim 32, wherein the inclusion value is based on a global inclusion value multiplier.

37. (Withdrawn) The method of claim 32, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

38. (Currently Amended) A system for selecting survey questions for inclusion in a survey, the system comprising:

at least one database for storing survey questions and survey response information provided by survey participants;

a processor ~~software and hardware~~ ~~configures~~ ~~configured~~ to determine an inclusion value for each survey question;

a survey application for selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and

a computing device providing the selected survey question to a survey participant.

39. (Original) The system of claim 38, wherein the computing device is a personal computing device.

40. (Original) The system of claim 38, wherein the computing device is an exit kiosk.

41. (Original) The system of claim 38, wherein the computing device is a point-of-sale terminal.

42. (Original) The system of claim 38, wherein the computing device is an interactive voice response system.

43. (Original) The system of claim 38, wherein the at least one database is in a location local to the computing device.

44. (Original) The system of claim 38, wherein the at least one database is in a location remote from the computing device.

45. (Original) The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on associated conditional branching logic.

46. (Original) The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on the response variance for each stored survey question.

47. (Original) The system of claim 38, wherein the software and hardware are configured to equate the inclusion value of each stored survey question to the response variance for each stored survey question.

48. (Original) The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on a global inclusion value multiplier.

49. (Original) The system of claim 38, wherein the software and hardware are configured to determine the inclusion value of each stored survey question based on a combination of



conditional branching logic, response variance, and a global inclusion value multiplier.

50. (Original) The system of claims 38, wherein the software and hardware are configured to determine, in substantially real-time, the inclusion value of each stored survey question as survey response information is stored.

51. (Original) The system of claim 38, wherein the survey application is configured to select the survey question because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

52. (Original) The system of claim 38, wherein the survey application is configured to select the survey question because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

53. (Original) The system of claim 38, wherein the survey application is configured to designate a common initial inclusion value for all stored survey questions.

54. (Original) The system of claim 38, wherein the software and hardware are configured to adjust the inclusion value for each stored survey question based on the duration of a survey.

55. (Withdrawn) A system for selecting responses to a survey question for inclusion in a non-inclusive list of available responses, the system comprising:

at least one database for storing survey questions, survey responses, and survey response information;

a survey application for selecting a survey question and at least one response to the survey, wherein the at least one survey response is selected based on an adjusted response selection rate for each response, and wherein the adjusted response selection rate is determined using hardware and software configured to:

determine initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein one survey response is a fallback response, and wherein the fallback response indicates that none of the other responses are appropriate;

determine a reallocated value of the fallback responses that would have been different had previously hidden responses been presented to previous survey participants, wherein at least one of the fallback responses is determined to have been the same had the previously hidden responses been presented to the previous survey participants; and

determine then adjusted selection rate for each response based on the initial selection rate and the reallocated value; and

a computing device for providing the selected survey question and at least one response to a survey participant.

56. (Withdrawn) The system of claim 55, wherein the computing device is a personal computing device.

57. (Withdrawn) The system of claim 55, wherein the computing device is an exit kiosk.

58. (Withdrawn) The system of claim 55, wherein the computing device is a point-of-sale terminal.

59. (Withdrawn) The system of claim 55, wherein the computing device is an interactive voice response system.

60. (Withdrawn) The system of claim 55, wherein the at least one database is in a location local to the computing device.

61. (Withdrawn) The system of claim 55, wherein the at least one database is in a location remote from the computing device.

62. (Withdrawn) The system of claim 55, wherein the software and hardware are configured to calculate the selection rate of each survey response by dividing the number of times the survey response was presented by the number of times the survey response was selected.

63. (Withdrawn) The system of claim 55, wherein the software and hardware are configured to determine the initial and adjusted selection rates for each survey response in substantially real-time as the survey response information is stored.

64. (Withdrawn) The system of claim 55, wherein the software and hardware are configured to calculate the adjusted selection rate using an adder for each survey response.

65. (Withdrawn) The system of claim 64, wherein the software and hardware are configured to calculate the adder for

each survey response by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

66. (Withdrawn) The system of claim 55, wherein the reallocated value is the number of fallback responses to be reallocated.

67. (Withdrawn) The system of claim 55, wherein the survey application selects the survey question based on the selected survey question's response variance.

68. (Withdrawn) The system of claim 67, wherein the inclusion value is based on conditional branching logic associated with each survey question.

69. (Withdrawn) The system of claim 67, wherein the inclusion value is based on a response variance associated with each survey question.

70. (Withdrawn) The system of claim 67, wherein the inclusion value for each survey question is a response variance for each survey question.

71. (Withdrawn) The system of claim 67, wherein the inclusion value is based on a global inclusion value multiplier.

72. (Withdrawn) The system of claim 67, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

73. (Original) A system for selecting survey questions for inclusion in a survey, the system comprising:

- means for storing survey questions and survey response information provided by survey participants;
- means for determining an inclusion value for each survey question;
- means for selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and
- means for providing the selected survey question to a survey participant.

74. (Original) The system of claim 73, wherein the selected survey question is provided to the survey participant via a computing device.

75. (Original) The system of claim 74, wherein the computing device is a personal computing device.

76. (Original) The system of claim 74, wherein the computing device is an exit kiosk.

77. (Original) The system of claim 74, wherein the computing device is a point-of-sale terminal.

78. (Original) The system of claim 74, wherein the computing device is an interactive voice response system.

79. (Original) The system of claim 74, wherein the survey questions are stored in a location local to the computing device.

80. (Original) The system of claim 74, wherein the survey questions are stored in a location remote from the computing device.

81. (Original) The system of claim 73, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

82. (Original) The system of claim 73, wherein the inclusion value of each stored survey question is based on the response variance for each stored survey question.

83. (Original) The system of claim 73, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

84. (Original) The system of claim 73, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

85. (Original) The system of claim 73, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

86. (Original) The system of claims 73, wherein the inclusion value of each stored survey question is determined in substantially real-time as survey response information is stored.

87. (Original) The system of claim 73, wherein the survey question is selected because the inclusion value for the

selected survey question is higher than the inclusion value of other stored survey questions.

88. (Original) The system of claim 73, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

89. (Original) The system of claim 73, further comprising means for designating a common initial inclusion value for all stored survey questions.

90. (Original) The system of claim 73, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

91. (Withdrawn) A system for selecting responses to a survey question for inclusion in a non-inclusive list of available responses, the system comprising:

means for storing survey questions, survey responses, and survey response information;

means for selecting a survey question from a list of survey questions;

means for determining initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein one survey response is a fallback response, and wherein the fallback response indicates that none of the other responses are appropriate;

means for determining a reallocated value of the fallback responses that would have been different had previously hidden responses been presented to previous survey participants,

wherein at least one of the fallback responses is determined to have been the same had the previously hidden responses been presented to the previous survey participants;

means for determining an adjusted selection rate for each response based on the initial selection rate and the reallocated value;

means for selecting at least one survey response for the selected survey question based on the adjusted response selection rate for each response; and

means for providing the selected survey question and at least one response to a survey participant.

92. (Withdrawn) The system of claim 91, wherein the selected survey question and at least one survey response are provided to the survey participant via a computing device.

93. (Withdrawn) The system of claim 92, wherein the computing device is a personal computing device.

94. (Withdrawn) The system of claim 92, wherein the computing device is an exit kiosk.

95. (Withdrawn) The system of claim 92, wherein the computing device is a point-of-sale terminal.

96. (Withdrawn) The system of claim 92, wherein the computing device is an interactive voice response system.

97. (Withdrawn) The system of claim 92, wherein the survey questions and responses are stored in a location local to the computing device.



98. (Withdrawn) The system of claim 92, wherein the survey questions and responses are stored in a location remote from the computing device.

99. (Withdrawn) The system of claim 91, wherein the selection rate of each survey response is calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

100. (Withdrawn) The system of claim 91, wherein the initial and adjusted selection rates for each survey response are determined in substantially real-time as the survey response information is stored.

101. (Withdrawn) The system of claim 91, wherein the adjusted selection rate is calculated using an adder for each survey response.

102. (Withdrawn) The system of claim 101, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

103. (Withdrawn) The system of claim 91, wherein the reallocated value is the number of fallback responses to be reallocated.

104. (Withdrawn) The system of claim 91, wherein an inclusion value is used to select the survey question.

105. (Withdrawn) The system of claim 104, wherein the inclusion value is based on conditional branching logic associated with each survey question.

106. (Withdrawn) The system of claim 104, wherein the inclusion value is based on a response variance associated with each survey question.

107. (Withdrawn) The system of claim 104, wherein the inclusion value for each survey question is a response variance.

108. (Withdrawn) The system of claim 104, wherein the inclusion value is based on a global inclusion value multiplier.

109. (Withdrawn) The system of claim 104, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.

110. (Original) A machine readable medium having machine program logic recorded thereon for:

- storing survey questions and survey response information provided by survey participants;
- determining an inclusion value for each survey question;
- selecting a stored survey question for inclusion in a survey based on the inclusion value of each survey question; and
- providing the selected survey question to a survey participant.

111. (Original) The machine readable medium of claim 110, wherein the selected survey question is provided to the survey participant via a computing device.

112. (Original) The machine readable medium of claim 111, wherein the computing device is a personal computing device.

113. (Original) The machine readable medium of claim 111, wherein the computing device is an exit kiosk.

114. (Original) The machine readable medium of claim 111, wherein the computing device is a point-of-sale terminal.

115. (Original) The machine readable medium of claim 111, wherein the computing device is an interactive voice response system.

116. (Original) The machine readable medium of claim 111, wherein the survey questions are stored in a location local to the computing device.

117. (Original) The machine readable medium of claim 111, wherein the survey questions are stored in a location remote from the computing device.

118. (Original) The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on associated conditional branching logic.

119. (Original) The machine readable medium of claim 110, wherein the inclusion value of each stored survey question

is based on the response variance for each stored survey question.

120. (Original) The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is the response variance for each stored survey question.

121. (Original) The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on a global inclusion value multiplier.

122. (Original) The machine readable medium of claim 110, wherein the inclusion value of each stored survey question is based on a combination of conditional branching logic, response variance, and a global inclusion value multiplier.

123. (Original) The machine readable medium of claims 110, wherein the inclusion value of each stored survey question is determined in substantially real-time as survey response information is stored.

124. (Original) The machine readable medium of claim 110, wherein the survey question is selected because the inclusion value for the selected survey question is higher than the inclusion value of other stored survey questions.

125. (Original) The machine readable medium of claim 110, wherein the survey question is selected because the inclusion value for the selected survey question is higher than a designated threshold inclusion value.

126. (Original) The machine readable medium of claim 110, further comprising machine program logic recorded thereon for designating a common initial inclusion value for all stored survey questions.

127. (Original) The machine readable medium of claim 110, wherein the inclusion value for each stored survey question is adjusted based on the duration of a survey.

128. (Withdrawn) A machine readable medium having machine program logic recorded thereon for:

- storing survey questions, survey responses, and survey response information;

- selecting a survey question from a list of survey questions;

- determining initial selection rates of survey responses corresponding to the selected survey question using the survey response information, wherein one survey response is a fallback response, and wherein the fallback response indicates that none of the other responses are appropriate;

- determining a reallocated value of the fallback responses that would have been different had previously hidden responses been presented to previous survey participants, wherein at least one of the fallback responses is determined to have been the same had the previously hidden responses been presented to the previous survey participants;

- determining an adjusted selection rate for each response based on the initial selection rate and the reallocated value;

- selecting at least one survey response for the selected survey question based on the adjusted response selection rate for each response; and

providing the selected survey question and at least one response to a survey participant.

129. (Withdrawn) The machine readable medium of claim 128, wherein the selected survey question and at least one survey response are provided to the survey participant via a computing device.

130. (Withdrawn) The machine readable medium of claim 129, wherein the computing device is a personal computing device.

131. (Withdrawn) The machine readable medium of claim 129, wherein the computing device is an exit kiosk.

132. (Withdrawn) The machine readable medium of claim 129, wherein the computing device is a point-of-sale terminal.

133. (Withdrawn) The machine readable medium of claim 129, wherein the computing device is an interactive voice response system.

134. (Withdrawn) The machine readable medium of claim 129, wherein the survey questions and responses are stored in a location local to the computing device.

135. (Withdrawn) The machine readable medium of claim 129, wherein the survey questions and responses are stored in a location remote from the computing device.

136. (Withdrawn) The machine readable medium of claim 128, wherein the selection rate of each survey response is

calculated by dividing the number of times the survey response was selected by the number of times the survey response was presented.

137. (Withdrawn) The machine readable medium of claim 128, wherein the initial and adjusted selection rates for each survey response are determined in substantially real-time as the survey response information is stored.

138. (Withdrawn) The machine readable medium of claim 19, wherein the adjusted selection rate is calculated using an adder for each survey response.

139. (Withdrawn) The machine readable medium of claim 138, wherein the adder for each survey response is calculated by dividing the initial selection rate of each response by the total response rate for all responses other than the fallback response and multiplying the result by the reallocated value.

140. (Withdrawn) The machine readable medium of claim 128, wherein the reallocated value is the number of fallback responses to be reallocated.

141. (Withdrawn) The machine readable medium of claim 128, wherein an inclusion value is used to select the survey question.

142. (Withdrawn) The machine readable medium of claim 141, wherein the inclusion value is based on conditional branching logic associated with each survey question.

143. (Withdrawn) The machine readable medium of claim 141, wherein the inclusion value is based on a response variance associated with each survey question.

144. (Withdrawn) The machine readable medium of claim 141, wherein the inclusion value for each survey question is a response variance.

145. (Withdrawn) The machine readable medium of claim 141, wherein the inclusion value is based on a global inclusion value multiplier.

146. (Withdrawn) The machine readable medium of claim 141, wherein the inclusion value is based on conditional branching logic, response variance, and a global inclusion value multiplier.